

SECTION C

DESCRIPTION/SPECIFICATIONS/AND WORK STATEMENT

1. BACKGROUND

As one of the nation's principal conservation agencies, the National Park Service (NPS), has the responsibility to protect and manage some of our most treasured natural and cultural resources. To preserve these treasures it is important that their stories be told in ways that help visitors understand their significance within the National Park System, appreciate their value, and enjoy their beauty. It is also important that visitors are assured that their visits are safe and enjoyable.

Since its earliest days the NPS has relied on the use of a variety of interpretive media to assist in its mission to protect park resources and provide for the safe access of park visitors. Since 1970 these media have been planned, designed, and produced at the Interpretive Design Center in Harpers Ferry, West Virginia. Interpretive wayside exhibits are developed to enhance and broaden the visitors' experience in the parks (<http://www.nps.gov/hfc/products/waysides/way-prepare-planning.htm>). Wayside exhibits are developed by teams: Harpers Ferry Center (HFC) staff, park staff, and other NPS support offices, park partners, and contractors. Work may involve only one aspect of the development process or many different tasks. During the work process, decisions are made to determine where each exhibit will be sited, and how the site development, structure, layout, text, and graphics will most effectively convey the meanings of park resources.

2. PURPOSE

The purpose of this contract is to provide the National Park Service, Harpers Ferry Center, with wayside interpretive planning and design services to develop wayside exhibits through a process of investigation and decision-making that will facilitate meaningful connections between visitors and landscapes.

3. **SCOPE OF WORK**

Independently, and not as an agent of the Government, the Contractor shall provide all services including labor, materials, equipment, facilities, and travel, (except as otherwise specified), necessary to provide the National Park Service with interpretive planning and design, wayside exhibit development, and production-ready packages. All work performed under this contract shall be fully compatible with NPS interpretive design standards and production methods according to the standards and procedures contained in this contract.

The work will require a multitude of skills: site analysis, interpretive design, research, interpretive writing, graphics research, audience evaluation, graphics management, image editing, hardware detailing, and interacting with National Park Service personnel.

All work performed under this contract will be directed by the Government through issuance of individual Task Orders that may include all, or a selection of the requirements listed below.

3.1 **Site Visit**

The site visit is key to wayside exhibit development. Wayside exhibits are one component in the park's mix of media so that the park's story is parceled according to each medium's strengths. The site visit is the opportunity to survey the entire park for an overview of significant features, and determine how individual sites fit into the visitor-use patterns, tour roads, and trails. The site visit offers the best opportunity to observe how visitors use, or ignore, existing interpretive media. Too many wayside exhibits can overburden the visitor, too few may be a lost opportunity for a meaningful connection between the visitor and the resource. Once the overview is complete, the in-depth work begins at each potential wayside site.

Individual site work is done with the goal that each exhibit illuminates the significance of the immediate terrain. The site visit shall be conducted by the park, Contractor, and the Contracting Officer Technical Representative, (COTR), (with technical advisors provided for the COTR as needed). The team must identify and discuss the dominant park features and characteristics. Potential meanings at each specific site shall drive the ideas and provide the creative tension. The wayside exhibit shall illuminate the specifics and significance of the immediate terrain, and meet visitor needs. The pencil rough is the first attempt to take purpose, graphics, and ideas and shape them into a visual presentation. The pencil rough is used to test ideas with the planning team and for documenting decisions. A refined pencil rough shall appear in the Wayside Exhibit Proposal as the distillation of these first ideas and discussions.

3.1.A **Prepare for the Site Visit**

- 3.1.A.1 **Plan the site visit:** Develop a day-by-day schedule to include individual site evaluation, team meetings, and research of park's graphic and reference resources. Coordinate schedule with COTR and park.
- 3.1.A.2 **Review park story:** Become familiar with the park and park's history through review of the park website, legislation, planning documents, and other interpretive media.
- 3.1.A.3 **Discuss goals of the project:** Prepare park staff for what is expected from them during the site visit and arrive at mutual goals for the site visit.
- 3.1.A.4 **Identify partners:** List all that have a role in the project beyond the park and HFC staffs, identifying their degree of involvement and any responsibilities.

3.1.B **Parkwide Analysis**

- 3.1.B.1 **Review visitor patterns:** Observe and note visitor-use patterns, tour roads, and trails, (whether planned or social paths).
- 3.1.B.2 **Review visitor use of existing media:** Observe and note how visitors use, or ignore, existing interpretive media.

3.1.C **Meet the Staff**

- 3.1.C.1 **Hold initial team meeting:** Meet with all pertinent park staff and COTR. Roles and responsibilities will be defined for Contractor, park staff, HFC staff, and COTR.
- 3.1.C.2 **Introduce team:** Define roles and responsibilities for park staff, HFC staff, COTR, and Contractor. Clarify expectations for all team members including communication channels.
- 3.1.C.3 **Determine goals:** Review mutual goals for the site visit and for the project.

- 3.1.C.4 **Review the wayside exhibit medium:** Review the wayside exhibit development process, the advantages and limitations of wayside exhibits, intended audiences, site accessibility considerations, and the preventative maintenance and exhibit rehab replacement schedule necessary on behalf of the park.
- 3.1.C.5 **Define expectations:** Ensure all expectations are realistic and within budget and schedule.

3.1.D **Site-by-Site Analysis**

- 3.1.D.1 **Evaluate site:** Determine the best location for each wayside exhibit driven by site-specific features or events, available graphics, interpretive significance and meanings, visitor flow, and accessibility; all conditions shall be evaluated carefully since the success of each individual wayside exhibit is directly related to how well these elements work together.
- 3.1.D.2 **Determine panel materials:** Based on factors such as weather, potential vandalism, elevation, ultraviolet exposure, and the relative permanence of the information to be conveyed, determine the panel material appropriate for each site. Take note of any custom installation needs, including measurements and photos.
- 3.1.D.3 **Identify landscape feature:** Determine the wayside exhibits' direction of view using a compass reading or description of the site, and the landscape feature that is the point of focus for each site. Determine wayside exhibit locations that enhance the opportunity for visitors to make meaningful connections to the resources without interfering with or cluttering the landscape.
- 3.1.D.4 **Establish message:** Ensure that the appropriate interpretive message is identified for each site and that it is specific to a particular landscape feature.
- 3.1.D.5 **Determine base structure:** Assess landscape conditions to determine appropriate base styles. Take note of any custom base and installation needs, including site-specific measurements, and photographs.

- 3.1.D.6 **Determine site conditions:** Evaluate each wayside exhibit location for safety and accessibility. Identify any landscaping or site hardening work that is required.
- 3.1.D.7 **Review graphics:** Review an initial selection of graphics in hand or based on knowledge of what is available to inform the on-site discussion.
- 3.1.D.8 **Prepare thumbnails:** Develop pencil roughs on-site to facilitate a discussion that results in a visual representation of the interpretive ideas. The roughs shall be the catalyst for refining the discussion and the basis for creating the Wayside Exhibit Proposal.
- 3.1.D.9 **Shoot site photos:** Take site photos in the direction of view of each wayside exhibit with a marker showing where each exhibit will be installed. Shoot additional images to document unique or unusual site or resource conditions.
- 3.1.D.10 **Document discussions:** Take notes on all discussions reflecting ideas, reasons for paths-not-taken, and decisions.

3.1.E **On-site Research**

- 3.1.E.1 **Identify park resources:** Identify reference materials and bibliographies. Talk with park staff to determine sources for subject-matter expertise. Review park graphic collections and sources for any additional graphics located off-site. Gather reference material for proposed illustrations and maps. Meet with maintenance staff regarding any special siting requirements and gather information necessary for custom wayside exhibit base fabrication drawings.
- 3.1.E.2 **Identify partner resources:** Establish connections to local historical societies, museums, or other relevant partners; engage subject-matter experts for developing and refining wayside exhibit content.

3.1.F **Close-out Meeting and Documentation**

- 3.1.F.1 **Representative thumbnails:** Based on notes and decisions made during the site-by-site analysis, refine thumbnails as necessary for review at close-out meeting with park.
- 3.1.F.2 **Trip summary:** Present brief summary of site visit issues for discussion at close-out meeting.
- 3.1.F.3 **Hold close-out meeting:** Review objectives of the site visit and decisions made. Identify any outstanding issues. Review exhibit materials selection, installation, and maintenance issues. Review schedule, budget, and the next steps of the project.

3.2 **Wayside Exhibit Proposal**

The initial result of the site visit is the Wayside Exhibit Proposal. The proposal is a detailed database summary report of all the sites that are appropriate for wayside exhibits, (Sample Wayside Exhibit Proposal, Attachment K). Each exhibit in the Wayside Exhibit Proposal shall reflect the planning team's decisions.

3.2.A **Generate Planning Data**

Data shall be provided according to the most current Harpers Ferry Center standards.

The Harpers Ferry Center presently utilizes a database application entitled Wayside Exhibit Planner, Attachment L. This database is currently designed to operate using FileMaker Pro 7.0 for either Macintosh OS-X or Windows XP. The Contractor shall have FileMaker Pro 7.0 in order to utilize the Wayside Exhibit Planner database. Deliverables shall be provided in the FileMaker Pro 7.0 format.

The Wayside Exhibit Planner provides a data organization by which wayside exhibit proposals, cost estimates, and base orders are planned, created, and edited. The database prompts the user to enter specific information vital to wayside exhibit creation and management. The Wayside Exhibit Planner will be provided by the Harpers Ferry Center.

The NPS has adopted Enterprise Application software standards. In order to be compliant, the Harpers Ferry Center will transition all FileMaker Pro applications to either Microsoft SQL or Oracle database technology at a future date. The Contractor will be notified of any new standards and procedures to be utilized to provide deliverables under this contract according to the most current standards.

3.2.B **Prepare Proposal**

The Wayside Exhibit Proposal shall be generated from the Wayside Exhibit Planner database. The Wayside Exhibit Proposal shall include the following:

- Cover page;
- Signature page;
- Table of contents;
- A proposal narrative that summarizes overall wayside exhibit goals, reoccurring themes, issues and concerns, and recommendations;
- General Statement of Accessibility (outlines Visitor Accessibility for Wayside Exhibits, Attachment A);
- Map of the wayside exhibit locations (subject to map availability) will be assigned in the Task Order;
- A numbered list view of all proposed exhibits;
- Individual exhibit pages;
- Thumbnail page;
- Exhibit cost estimate (includes costs for planning, design, graphics, original art, maps, diagrams, and fabrication); and
- Exhibit base cost estimate.

The Contractor shall use the Visitor Accessibility for Wayside Exhibits in the preparation of the draft Wayside Exhibit Proposal. Three copies shall be submitted to the COTR for HFC team review. Incorporate all HFC changes and submit three copies of the revised Wayside Exhibit Proposal to the COTR for submission to the park. Incorporate park changes and submit seven final copies of the Wayside Exhibit Proposal to the COTR for approval and acceptance.

3.2.C **Prepare Resource Request List**

In addition to the Wayside Exhibit Proposal, the Contractor shall submit a list of text and graphic references needed to develop a future *Wayside Exhibit Plan*. The format of this resource request list shall conform to that of the Reference and Graphic Request Sample, Attachment F. The details of the list shall be created upon acceptance of the proposal and follow-up discussion and approval of the COTR. For each proposed exhibit, the resource request list shall consist of a request for historical quotations, relevant site-specific descriptions of the story or subject matter to be presented on the exhibit, and all potential graphics to be used on the exhibit, including historic photos, color transparencies, and artist and cartographer references for original illustrations and maps.

3.3 **Conduct Primary Research**

Conduct research on specific subject-matter information for use in the creation of interpretive text.

3.3.A **Assemble project resource package:** Research, locate, identify, document, photocopy or copy, summarize, organize, and compile source materials related to the educational and interpretive objectives of the exhibits. The Contractor shall use the most cost-effective methods to conduct research and use sources and sites that will provide the most reliable information. A list of all resource materials that need to be procured shall be prepared by the Contractor and submitted to the COTR for review and approval. Any research materials found that might relate to the subject of the exhibit shall be forwarded to the COTR for review and approval in photocopy format.

3.3.B **Prepare Graphics Resource Package:** Locate and identify graphics for potential use in waysides. The list for acquisition of graphics and existing artwork shall be specific and contain the following information:

- Copy of the image;
- Negative or identification number;
- Description of image;
- Wayside exhibit number for which the image is requested;
- Acquisition cost for one-time educational use for the life of the wayside exhibit;
- Notes on availability of image;
- Maximum time frame image is available;
- Format;
- Size;
- Collection;
- Location data;
- Source with addresses, indicating where the original is located;
- Required lead time on acquisition of image;
- Contact person, including department;
- Telephone number; and
- E-mail address.

If acquisition of any source material is expected to require more than three weeks, an explanation shall be included describing the anticipated acquisition delays or other problems.

Based on the information received, the COTR will review and approve the source materials and determine what will be purchased and licensed.

3.4 **Graphics Acquisition:** Based on the COTR approved list of source materials, graphic acquisition and licensing will be conducted by either the NPS or Contractor as specified in each individual Task Order or by modification to the Task Order.

3.4.A **NPS acquisition of approved graphics:** NPS acquired graphics will be provided to the Contractor as Government-Furnished property. The Contractor shall:

- Provide scanning of graphics at 200 DPI RGB raw scans at full size;
- Submit graphics and scans to the COTR for review and approval.

COTR approved scans will be returned to the Contractor. Graphics required to be returned to the original source will be returned by the COTR. Graphics that are not required to be returned to the original source will be returned by the COTR to the Contractor. The Contractor shall incorporate those graphics into the final close-out package.

All graphics shall be protected within archival sleeves with wayside exhibit graphic numbers, titles, negative or slide numbers, source information, credit line, and restricted information.

3.4.B **Contractor acquisition of approved graphics:** The Contractor shall:

- Appropriately license all approved graphics ensuring that licenses:
 - include all graphics used in the wayside exhibits;
 - are for one-time educational use for the life of the wayside exhibit;
- Submit acquired graphics with licenses or permission letters for COTR review and approval prior to scanning;
- Scan COTR approved graphics at 200 DPI RGB raw scans at full size and print an 8.5" x 11" proof of each scan; and
- Submit scans, proofs, and graphics to COTR for review and approval.

After review and approval by the COTR, scans and graphics will be returned to the Contractor. Graphics that are required to be returned to the original source shall be returned by the Contractor. Graphics that are not required to be returned to the original source shall be incorporated into the final close-out package.

All graphics shall be protected within archival sleeves with wayside exhibit graphic numbers, titles, negative or slide numbers, source information, credit line, and restricted information.

3.5 **Wayside Exhibit Plan**

The Wayside Exhibit Plan is developed from the approved Wayside Exhibit Proposal, draft interpretive text, and proposed graphics, using NPS wayside grids and according to the National Park Service Grids Guide, Attachment M. The Plan is a series of graphic layouts that show how the interpretive elements will work together.

Tasks necessary to develop a Wayside Exhibit Plan include:

3.5.A Develop graphic layout files: Using NPS standard grids, tools, and standards, create digital graphic layout files. All layouts shall meet NPS Identity Standards (<http://www.graphics.nps.gov>) including the use of the black band, park and agency identity, and NPS arrowhead. Logos other than the NPS arrowhead shall not be used in the black band. The following specifications shall direct the development of the files:

Colors: Unless otherwise specified, wayside exhibit files shall be designed using the standard color systems for the printing industry including CMYK, RGB, and the Pantone Color Matching system. Toyo, TRUMATCH, and other industry specific color systems shall not be used. In all cases, the Contractor is responsible for building production-ready files, suitable for the specified output;

Sizes: The Government will provide grids for the creation of exhibit layouts. Over the course of the next few years as the NPS Sign Program gears up and fabrication of exhibit panels is handled through it, these grids may change slightly because of using hardware of a slightly different size. Infrequently custom work may require the creation of a new grid to deal with a need outside the established program. That need in almost all cases will be known at the outset of a project with that specific request detailed in the Task Order;

Software: Layouts for digital design and production-ready work shall be developed and accessible on Macintosh OS-X and Windows XP, using Adobe InDesign CS 3.0.1, Adobe Photoshop CS 8.0 or higher, and Adobe Illustrator 10.0 or higher. Software upgrades shall be required over the course of the contract. For the creation of planning documents—the Wayside Exhibit Proposal —FileMaker Pro 7.0 or higher, Microsoft Office Suite, and Adobe Acrobat Professional (for the creation of PDFs) shall be necessary. Virus protection software is required whenever files are being created for transmission to the Government; and

Type fonts: The Government requires the use of the Adobe Frutiger face and NPSRawlinson, Attachment N, a proprietary NPS face used throughout the park system. The Contractor shall acquire a license from the Adobe Type library for Frutiger light, light italic, roman, roman italic, bold, bold italic, black, black italic, and ultra black. NPSRawlinson will be provided by the Government with guidelines. The guidelines will describe the circumstances as to how the faces are utilized and the importance of ensuring graphic consistency for all NPS wayside exhibits. The Contractor shall develop typography in accordance with the most current version of the National Park Service Wayside Exhibits Typographic Standards, Attachment B.

- 3.5.B **Develop interpretive text:** Review and digest reference materials based on purpose statements from the approved Wayside Exhibit Proposal; conceptualize the interpretive message and draft the interpretive text in coordination with park staff and subject-matter experts. The Contractor shall develop text in accordance with the most current version of the National Park Service Editorial Style Guide, Attachment C.
- 3.5.C **Maps:** As specified in each individual Task Order or by modification to the Task Order, the Contractor shall:
 - 3.5.C.1 **Specify maps needed:** Complete a Government-Furnished Wayside Map Planning Worksheet, Attachment D. Develop a reference package for each new map and prepare a draft statement of work for COTR review and approval.
 - 3.5.C.2 **Adjust existing maps:** Adjust existing Government-Furnished maps in accordance with the most current version of the NPS Wayside Exhibits Map Standards, Attachment E.
- 3.5.D **Specify illustrations needed:** Complete a Government-Furnished Worksheet for developing an Illustration Scope of Work, Attachment G. Develop a reference package for each new illustration and prepare a draft statement of work for COTR review and approval.
- 3.5.E **Illustration Acquisition:** Based on the COTR approved Worksheet for developing an Illustration Scope of Work, reference package, and draft statement of work, illustration acquisition will be conducted by either the NPS or the Contractor as specified in each individual Task Order or by modification to the Task Order.

3.5.E.1 **NPS acquisition of illustrations:** NPS acquired illustrations will be provided by the COTR as a 200 DPI RGB scan at full size to the Contractor as Government-Furnished property.

3.5.E.2 **Contractor acquisition of illustrations:** The Contractor shall provide illustrations in accordance with the following requirements and as specified in each individual Task Order or modification to the Task Order.

The content and quality of illustrations rendered under this contract shall be equal to the interpretive graphics used by the National Park Service or found in current educational publications such as National Geographic Magazine and Smithsonian Magazine.

All illustrations and rough preliminary sketches become property of the NPS and the Harpers Ferry Center's working library of interpretive quality graphics or property of the office or park originating the Task Order.

The Contractor shall submit samples to the COTR for review and approval from a minimum of two artists capable of providing the COTR approved illustrations in the level of detail and quality specified below. Based upon COTR approval, the Contractor shall acquire the illustrations. The Contractor shall:

- Provide the Government with unlimited use rights for illustrations delivered under each Task Order as required by the clause entitled "Rights In Data - Special Works" (FAR 52.227-17) (JUN 1987);
- Provide evidence of progress as detailed in the requirements that follow below;
- Submit scans and illustrations to COTR for review and approval.

After COTR review and approval, scans will be returned to the Contractor and final illustrations become Government Property.

Original Reflective Illustrations – Create original, reflective, non-digital illustrations following approved layouts and graphic reference package materials. The final art shall be suitable for production in a variety of production techniques such as screen printing, photographic prints, four-color process printing, and digital imaging.

Requirements for original reflective illustrations include:

- Develop thumbnail sketches, rough preliminary sketches, and technique samples representing the finished medium in order to facilitate discussion with the project team and establish agreement on the content before the final artwork is begun. The scale of these developmental materials may vary from 200% - 50% of actual reproduction size. Size for developmental materials and final artwork will be specified in each Task Order;
- Render any number of subjects required for an individual job, or from job to job, that will include but are not limited to: archeology, architecture, anthropology, botany, cultural history, diagrams, geology, military history, period furnishings, and wildlife;
- Render subject matter in black and white line and tone and/or full color, clearly and precisely in a technique that will reproduce well in a variety of media;
- Render the human figure, animal anatomy, plant species, or other subjects in a realistic and accurate manner with believable proportions, perspective, and scale;
- Maintain a consistent rendering technique throughout the illustration, or series of illustrations despite the variety of reference materials employed or subjects covered by the particular Task Order;

- Provide a reproducible quality digital file made from a scan of the original, reflective, non-digital rendering of an illustration suitable for reproduction in a variety of production techniques. Each Task Order will specify this requirement, size, and resolution for a RGB high-resolution file.

Original Computer-Generated Illustrations - Create original, computer-generated, fully textured and illuminated illustrations following approved layouts and graphic reference package materials. The final art shall be suitable for production in a variety of production techniques such as screen printing, photographic prints, four-color process printing, and digital imaging.

The NPS understands that some early working files may use specialized software necessary for the development of the graphics, and form the basis of the contractor's digital framework upon which refinements will occur, but is not software used by the NPS. Those working files, representing the NPS approved content shall be archived by the Contractor and be available for access by the NPS should significant adjustment to the original work become necessary under future and separate Task Orders and/or Purchase Orders.

Computer-generated final layered files and production-ready flattened .tif or .eps files shall be saved and fully accessible on Macintosh Computer Operating System OS-X and Windows XP, using Adobe Illustrator 10.0. Software upgrades shall be required over the course of the contract. Programs and upgrades will be specified in the Task Order.

Requirements for computer-generated illustrations include:

- Render any number of subjects required for an individual job, or from job to job, that will include but are not limited to: archeology, architecture, anthropology, botany, cultural history, diagrams, geology, military history, period furnishings, and wildlife;

- Render the human figure, animal anatomy, plant species, or other subjects in a realistic and accurate manner with believable proportions, perspective, and scale;
- Maintain a consistent rendering technique throughout the illustration, or series of illustrations despite the variety of reference materials employed or subjects covered by the particular Task Order;
- Develop the working file and creating a gray JPEG at low-resolution to show the preliminary content, orientation, and facilitating discussion with the project team and establishing agreement on the content before the final artwork is begun. The scale of these developmental materials may vary from 200% - 50% of actual reproduction size. Size for final digital submission will be specified in each Task Order;
- Develop a textured JPEG at low-resolution representing the graphical look and feel of the final images. The textured jpeg shall include proposed final colors and textures;
- Prepare Final Digital Files as layered RGB Photoshop 6.0 or higher file(s). The rendered images shall be developed at the sizes shown on the layout and prepared at a resolution appropriate for the initial use. Each Task Order will specify the size and resolution for RGB high-resolution file. Line art and silhouette shapes shall be considered line art and shall be prepared at 1200-dpi resolution.

Evidence of Project's Progress - The Contractor shall submit evidence of the project progress in a variety of deliverables, including, but not limited to:

- Thumbnail sketch - A small-sized sketch provided early in the development of the artwork that is evaluated by the Government to provide direction in the development of the preliminary sketch.

- Preliminary sketch - A pencil drawing that identifies all the elements to be included in the final artwork that is reviewed for content, composition, and positioned into the graphic layout so that the Government may provide specific direction for the final artwork. A revised preliminary sketch may be required for review and approval before the final artwork is begun. The gray JPEG shall fulfill this phase for computer-generated artwork.
- Technical sample - A small-size rendering in the manner used for the final art that demonstrates the rendering style, level of detail, and color palette, that is approved before the final artwork is begun. The textured JPEG shall fulfill this phase for computer-generated artwork.
- Final artwork - The actual rendering in the media desired, based on the approved preliminary sketch or the Final Digital files provided as the layered RGB and the flattened tif or eps file(s) at a resolution specified in the Task Order (1200 dpi for line art or solid silhouettes) of computer-generated artwork.
- Revised final artwork - The actual rendering or final digital layered file may require minor revisions based on the final art review.
- Reflective art scan - A digital file made from a scan of the original, reflective, non-digital rendering of an illustration suitable for reproduction in the media for which the artwork was developed in accordance with specifications provided in the Task Order.

- 3.5.F **Manage graphic resources:** The Contractor shall use an image management data system to track and manage the graphics, site photos, and other visual components of each project. Image data shall include all pertinent information for each graphic—source of original, owner, copyright data, photographer or artist, medium, size of reproducible needed (either for reflective or electronic resolution), and whether the image is an original or edited version. The Contractor shall evaluate reproduction quality when original graphics become available and organize, collect, and file (in a binder), exhibit by exhibit, all acquired graphics. The binder shall also include map and illustration graphics. Cost and/or quality may require additional graphics search on the part of the Contractor.
- 3.5.G **Complete Hardware and Base Order Form:** Submit a completed Hardware and Base Order Form and attach fabrication drawings for custom bases for review and approval. The base order form shall be generated by the Contractor from the Wayside Exhibit Planner database. When the new NPS Sign Program is launched, a new ordering system shall be used.
- 3.5.H **Prepare plan:** Submit draft Wayside Exhibit Plan at a minimum of three copies to COTR for HFC team review. Incorporate all changes into the draft Wayside Exhibit Plan and submit revised Wayside Exhibit Plan at a minimum of three copies to COTR for submission to the park. Incorporate park changes and submit final Wayside Exhibit Plan at a minimum of seven copies to COTR for approval and acceptance.

3.6 **Conduct or Participate in a Formative Evaluation and Prepare Report**

- 3.6.A **Conduct Formative Evaluation:** Conduct a formative evaluation of wayside exhibits during the planning and design phase of the project. In addition to preparing exhibit mock-ups, the Contractor shall prepare a written evaluation methodology plan for conducting the evaluation. The methodologies employed may include any or all of the following social science research and diagnostic tools: personal interviews, focus groups, brief questionnaires, observations, and tracking studies as well as other methodologies. Describe any equipment or personnel and facilities required to accomplish the evaluation. The plan shall be submitted to the COTR for review and approval prior to finalization. Communicate with the park and/or client to set the date, time, and meeting location. Coordinate the travel, date, time, and meeting location with the COTR.

- 3.6.B **Prepare Evaluation Report:** Collect and organize responses to the evaluation and prepare an electronic report that contains information regarding methodology used to gather information, demographics and size of study groups, and a summary and analysis of the information collected. This report shall be submitted to the COTR for review and approval. The Contractor shall incorporate the results of the evaluation into the planning and design process to enhance the effectiveness of the wayside exhibits.

The National Park Service, Office of Social Science and the Office of Management and Budget (OMB) require a minimum 45-day approval process to review the evaluation questions and protocol prior to the actual evaluation study being conducted. For the purposes of scheduling, the Contractor shall allow a minimum of 45 days for obtaining National Park Service and Office of Management and Budget approval of their evaluation application. The Contractor shall serve as the Principal Investigator for the evaluation and shall prepare an application for the National Park Service and Office of Management and Budget approval.

3.6.C **Participate in an Evaluation**

Attend an evaluation exercise conducted by others and set up by the COTR. Coordinate travel, times, and locations with the COTR. Discuss the role, and review the background information provided. Take notes during the evaluation process to be provided to the COTR for review and approval.

3.7 **Wayside Exhibit Production-Ready Package and Other Services**

Based on the approved Wayside Exhibit Plan, the Contractor shall create a production-ready package from which wayside exhibits can be fabricated. The production-ready package consists of the production-ready digital layout files, high-resolution graphic files, color proofs, and production notes. The following specifications shall direct the development and handling of the files:

File naming: The National Park Service has created a digital-file naming convention for all wayside exhibits that shall be used for all production ready files delivered to the Government. The naming convention assures compatibility with all computer platforms and archiving systems, and ensures unique file names regardless of the creator. The Digital File Naming Guide for Wayside Exhibits is provided under Attachment H.

Color management: The Contractor shall adopt a color-managed workflow to ensure color accuracy and consistency. This includes calibrated monitors using the D50 standard and profiled proofing devices using ICC profiles. An RGB workflow shall be adopted for all raster graphics including all Photoshop tiffs, and PSD files. The Contractor shall use and embed the Adobe 1998 RGB profile in all RGB images. CMYK shall be used for all vector graphics, including maps, diagrams, and symbols. Custom CYMK proofing profiles will be provided or identified for each Task Order.

Graphics security: Many images are acquired for reproduction on a one-time-use basis from commercial sources. When the National Park Services furnishes images to the Contractor for the preparation of the final package, a review of the condition of those images shall be made. The Contractor shall confirm the physical condition upon receipt and shall be responsible for any damage that occurs to these images while they are in their possession. The industry places a standard value between \$1,500 and \$2,000 per image if damaged. Contractor shall immediately alert the Government if loss or damage occurs.

3.7.A **Develop production-ready files:** The Contractor shall create production files that are prepared properly for the intended fabrication technique. Production files for each exhibit shall be created as unique InDesign files, consistent with the terms of the contract. The production files shall be developed at full scale in high-resolution which is not less than 200 dpi at actual output size. The files shall include precisely—position, all the components of a panel—all photographs, illustrations, maps, diagrams, text, and other graphic elements. Production files shall be delivered via CD or DVD, or other removable media as specified in the Task Order, formatted for use by both Macintosh OS-X and Windows XP.

3.7.B **Prepare production notes:** The production-ready package shall include notes that direct the fabrication of the exhibits. The notes shall be accompanied by 11x17 color proofs of all the exhibits to be produced and all the high-resolution production-ready files needed for fabrication. Production Notes Samples are provided under Attachment I.

For inkjet, and all other digital imaging methods the following shall be included in the notes:

- Park Name and Project Title;
- Description of files (Specify all graphics are high-resolution and suitable for fabrication and list all the application file types);
- List of each exhibit to be produced with the exhibit number and size;
- Include any project specific notes;

For screen printing and porcelain enamel:

- Park Name and Project Title;
- Description of files (Specify all graphics are high-resolution and suitable for fabrication and list all the application file types);
- List of each exhibit with exhibit number, and total number of colors in each exhibit. List CMYK and all pantone spot colors where applicable; and
- Include any project specific notes.

3.7.C Prepare production proofs: Production files for each exhibit shall be accompanied by full-color, scaled, 11x17 paper proofs and full-size, full-color paper proofs as specified in the Task Order. Each print shall accurately reflect the content and color of the production files. Production files and accompanying proofs shall be submitted for COTR and HFC team review. The Contractor shall revise the production files and deliver the complete revised files and revised 11x17 proofs to the COTR for review and approval.

3.7.D Edit digital images: Provide high-resolution image editing services. The Contractor shall edit high-resolution scans for use on wayside exhibits. This includes, but is not limited to, joining photographs to create panoramic images, image clean-up and restoration, lightening and darkening image areas for legibility, and the creation of complex masks for sky addition and object or figure isolation. Image editing for the purpose of eliminating or altering photographic historical content is prohibited. Completed files shall be delivered as high-resolution (no less than 200 dpi at actual output size) RGB layered Photoshop files. The Contractor shall deliver original unaltered scan for comparison and approval.

3.7.E **Provide high-resolution scanning:** The Contractor shall provide high-resolution scanning services suitable for large format graphics which is no less than 200 dpi at actual output size and capability to handle a wide variety of original media including: transparencies/negatives (35mm, all sizes of 2.25, 4x5, 8x10) and prints of all sizes, including original art that may exceed 3 x 2 feet. Each high-resolution scan shall be provided to the COTR with a color proof that accurately reflects the color and detail of the scan.

3.7.F **Provide file corrections during fabrication:** The Contractor shall coordinate with the fabrication Contractor as specified by the COTR to review production proofs to ensure NPS standards are met. The Contractor shall correct any errors in the production files identified during the fabrication process.

3.8 **Final Project Closeout**

Upon completion of the production of the wayside exhibits, the following items are to be returned to the COTR and organized as follows:

- Cover page indicating project and who worked on the project;
- Index of all exhibits listed by exhibit number and title;
- Color copy of each final layout on 11" x 17" paper;
- 8" x 10" color proof of each image used in each exhibit;
- 8" x 10" printout of identifying information as specified under Item 3.3.B for each graphic used;
- All digital files on CD's including raw scans and layered edited files at full size;
- All original art produced by Contractor;
- All Government-Furnished property;
- All graphics purchased by the Contractor that did not need to be returned to original owner; and
- All image data including negotiated use rights.

3.9 **Project Point of Contact**

For each Task Order, the Contractor shall specify one point of contact that will be the project contact for the COTR on all aspects of the individual Task Order to include the following:

3.9.A **Quality Control:** Maintain quality control for all in-house and/or subcontracted work. Monitor the course and quality of work to ensure that individual Task Orders are completed in compliance with this contract.

- 3.9.B **Availability of Personnel:** Available to take or respond to telephone calls or electronic mail messages during normal hours of operation. COTR messages shall be responded to within two days of receipt and emergency messages within one day of receipt.
- 3.9.C **Submittals:** Prior to submission to the COTR for review and approval, submittals shall be reviewed for legibility, accuracy, completeness, and compliance with contract and individual Task Order requirements to include cross-reference of all details within any single or multiple document(s). For the purpose of this contract, a submittal is defined as all samples, documents (i.e., drawings, schedules, facsimiles), electronic files, and other materials that together represent the level of development of work at a given time. Submittals will be further specified in each individual Task Order.
- 3.9.D **Project Tracking:** Maintain and track project schedules to ensure that the project is completed according to the schedule set forth in the individual Task Order. Notify COTR of any delays or changes in project schedules.
- 3.9.E **Assessment of Government-Furnished Material:** Assessment and notification of the COTR within seven days of receipt when Government-Furnished materials are unsatisfactory for use in the project.

4. **HARDWARE AND SOFTWARE REQUIREMENTS**

The Contractor shall provide deliverables utilizing hardware, software, and specifications to include, but not limited to, the following. (Software upgrades shall be required over the course of the contract).

- Macintosh Computer Operating System OS-X;
- Windows XP Computer Operating System;
- Layouts for digital design and production-ready work shall be developed and accessible on Macintosh System OS- X and Windows XP;
- Filemaker Pro Version 7.0;
- Adobe InDesign CS 3.0.1;
- Adobe Photoshop CS 8.0;
- Adobe Illustrator 10.0;
- Adobe Acrobat Professional;
- Microsoft Office Suite;
- Adobe Type Library for Frutiger light, light italic, roman, roman italic, bold, bold italic, black, black italic, and ultra black;
- High Speed Internet Connection;
- Secure Computer Backup System;
- Virus Protection Software;
- Printers; and
- Scanners.